Numerous decisions recognize that an invention that otherwise might be viewed as an obvious modification will not be deemed obvious when one or more references "teach away" from the invention. In one example, an invention was held not be obvious where the closest prior art would likely discourage the art worker from attempting the substitution suggested by the inventor, Gillette Co. v. S.C. Johnson & Sons, Inc., 919 F.2d 720, 724 (Fed. Cir. 1990).

In the above rejections, Choi is the closest prior art since it is being relied on for most of the features recited in the claims. Further, Choi discloses a down conversion decoding device that is used to convert a HD signal to a lower resolution signal so that it may be displayed on an NTSC type analog television. This is made quite evident by the "Discussion of Related Art" section in Column 1, of Choi. Further, in column 10, lines 31-33, Choi discloses that the signal input for decoding is 1920x1080 and the display format is 852x480.

Based on the above disclosure, it is evident that Choi is displaying the frames in the reduced resolution format only. Since the frames of Choi are being displayed in the reduced resolution format only, there is no need to up-scale these frames. As in Gillette Co., Choi would likely discourage the art worker from attempting the substitution suggested by the inventor. Therefore, Choi teaches away from combining it with Campisano et al.

In view of the above-described distinctions, it is respectfully submitted that the invention of claims 1-12 is not obvious over Choi in view of Campisano et al. alone or in combination with Vetro et al. Therefore, it is respectfully requested that the above rejections be

reconsidered and withdrawn so that the present application may proceed to issue.

The Commissioner is hereby authorized to credit any overpayment or charge any fee (except the issue fee) to Account No. 14-1270.

Respectfully submitted,

By _____
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CERTIFICATE OF MAILING

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